

## SCOPE OF DUTIES STATEMENT

### PUBLIC AFFAIRS COORDINATOR

### (CONTRACT POSITION)

---

#### ***General Purpose***

Under direction, as primary spokesperson, coordinate development and dissemination of public information pertaining to operations and services of assigned department.

#### ***Typical Duties***

Develop and manage specified marketing and communication programs for on-going and special City-sponsored community events and activities. Involves: Plan, create, implement and review a variety of promotional and explanatory campaigns, such as customer service enhancements or initiatives, in consultation with functionally responsible executives to devise strategies that reflect policies and practices or respond to situations and opinions. Recommend, implement and advise management and employees on departmental public relations policies and procedures, which includes obtaining guidance from City Communications and Public Affairs Office on resolution of unprecedented problems that may necessitate deviation accepted practices. Write, compose, edit, layout, photograph, select, assemble and communicate original material for internal and public distribution as necessary using journalistic styles and graphic designs suitable to its purpose, including, but not limited to, radio and television, or oral and visual presentation scripts, speeches, regular and special reports, correspondence, news releases or advisories, newsletters and publicity packets that proactively address emerging issues, or answer internal and external inquiries of diverse individuals and groups clearly and concisely. Arrange for, oversee and inspect material produced by vendors as required. Identify opportunities for, set up and participate in radio and television broadcasts, press conferences, departmental and local organization meetings, and focus group sessions in order to present and discuss programs. Serve as liaison representing designated departments to the public, civic groups, fellow employees, government entities, the news media and the business community which entails establishing rapport and maintaining effective working relationships with their officials or representatives. Provide support to the City Communications and Public Affairs Office as required by participating in special public relations projects which includes performing related research.

#### ***Minimum Qualifications***

Education and Experience: A Bachelor's degree in Business or Public Administration Journalism, Public Relations; Mass Communication, or related field, plus one (1) year of mass communications, public relations, advertising, journalism, marketing or publicity experience.

Licenses and Certificates: Valid Texas Class "C" Driver's License or equivalent issued by another state.